

# MICHIGAN TOURISM INVESTMENT FORUM

**MAY 26-27 2004, HYATT REGENCY, DEARBORN, MI**

**T**he Travel, Tourism, and Recreation Resource Center at Michigan State University and The School of Hospitality Business are co-hosting the first annual Michigan Tourism Investment Forum on May 26-27, 2004, at the Hyatt Regency in Dearborn, Michigan. The purpose of this 1-½ day event is to help strengthen the state's tourism industry by increasing the investment community's awareness of the many development opportunities available in Michigan.

The forum will feature panel discussions and presentations on topics of importance to the tourism development and investment community, presented by industry leaders from both the private and public sectors. Emphasis will be placed not only on new developments, but also on the expansion or renovation of existing properties. Information and networking opportunities will be offered across the full range of developments with the potential to attract tourists: lodging properties (both small and large), casinos, marinas, campgrounds, spas, festivals and events, and shopping complexes, in projects that vary in scale from small to large. In effect, the forum will be an efficient market where all of the players engaged in tourism development and operations are present in one place and at one time with the mutual objective of "making deals."

## WHO SHOULD ATTEND?

Anyone who is involved or wants to be involved in tourism development should consider attending this forum. These include:

- Those currently engaged in tourism businesses that are considering making new investments;
- Those who are considering entering the industry for the first time;
- Those who design, construct, furnish, or provide financing, consulting or other products or services to developers (e.g., bankers, mortgage brokers, architects, engineers, real estate brokers, etc.);
- Those who frame development policies/regulations and those who implement them;
- Those who are engaged in promoting economic development (e.g., state, county, regional, or tribal economic development officials);
- Those associated with destination marketing organizations.

## LODGING INFORMATION

A block of rooms are being held at the Hyatt Regency-Dearborn at a reduced rate for forum attendees. Please mention the forum when reserving your room. Reservations can be made by calling (313) 593-1234.

## PROGRAM TOPICS \*

- State of the Michigan Tourism Industry
- State of the Economy
- Cool Cities
- What Can Governments Offer?
- The Investment Climate for Lodging
- The Investment Climate for Commercial Recreation Enterprises
- Attractions: Job Creators, Traffic Generators and Revenue Enhancers
- Designing, Renovating and Repositioning Hotels
- Bringing It All Together: Public-Private Partnerships
- Finance: Finding the Money
- Development Zones, Land Use and the Environment
- Asset Management

\* Subject to change

## REGISTRATION INFORMATION

Registering for the Forum is simple:

1. Print out the registration form. The form is available on the Forum's web site ([www.tourism.msu.edu/forum](http://www.tourism.msu.edu/forum)) or by calling the Tourism Resource Center at 517-353-0793.
2. Send the completed form with payment to:

Michigan Tourism Investment Forum  
Michigan State University  
172 Natural Resources Building  
East Lansing, MI 48824-1222

Registrations paid by credit card can also be faxed to 517-432-2296.

## REGISTRATION FEES

Early bird registration: \$299 by April 30, 2004  
Regular registration: \$349 by May 19, 2004  
Late registration: \$399 after May 19, 2004

Registration Includes: meals (3), refreshments, evening reception, and all conference materials.

**For more information visit our web site at [www.tourism.msu.edu/forum](http://www.tourism.msu.edu/forum), or call 517-353-0793**

## FORUM SPONSORS



Tourism Resource Center  
Michigan State University



MICHIGAN STATE UNIVERSITY



IN FAIRLANE TOWN CENTER



For sponsorship opportunities please contact Gary Warnell at the Tourism Resource Center at 517-353-0793



# REGISTRATION FORM

(Please use one form per attendee)

Michigan Tourism Investment Forum

May 26-27, 2004

Hyatt Regency—Dearborn

## REGISTRANT INFORMATION

Full Name: \_\_\_\_\_  
Last First Middle Initial

Company: \_\_\_\_\_

Daytime Phone: (\_\_\_\_) \_\_\_\_\_ Fax Number: (\_\_\_\_) \_\_\_\_\_

E-mail address: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

☐ Check here if you would like vegetarian meals

## PAYMENT INFORMATION

Form of Payment (please check one)

☐ Check is enclosed: Please make your check payable to *Michigan State University* and mail to the address listed below

☐ Bill my credit card: ☐ VISA ☐ MASTERCARD

Credit Card #: \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ Expiration date: \_\_\_\_\_

Name (as it appears on card): \_\_\_\_\_

Billing address for the card: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Signature (as it appears on card): \_\_\_\_\_

### Registration Fees

Early bird registration: \$299 by April 30, 2004

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### Cancellation Policy

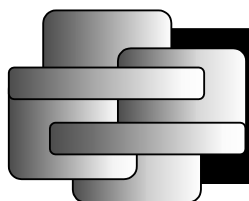
There will be a \$50.00 handling fee for processing cancellations. There will be no refunds for cancellations received after April 30, 2004. Should you be unable to attend, a substitute may attend in your place at no extra charge.

Send this completed form along with your payment to:

Michigan Tourism Investment Forum  
Michigan State University  
172 Natural Resources  
East Lansing, MI 48824-1222

Registrations paid by credit card can also be faxed to (517) 432-2296

Questions? Please call the MSU Tourism Resource Center at 517-353-0793 or visit [www.tourism.msu.edu/forum](http://www.tourism.msu.edu/forum)



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## CONTACT INFORMATION

For questions regarding:

- Programming:** Alex Nikoloff, Tourism Resource Center <nikoloff@msu.edu> (517) 353-0793 **OR**  
Lena Loeffler, The School of Hospitality Business, <loeffler@bus.msu.edu> (517) 353-9211
- Registration:** Alex Nikoloff, Tourism Resource Center <nikoloff@msu.edu> (517) 353-0793
- Marketing:** Alex Nikoloff, Tourism Resource Center <nikoloff@msu.edu> (517) 353-0793
- Sponsorship:** Gary Warnell, Tourism Resource Center <warnell@msu.edu> (517) 353-0793
- Exhibitors:** Gary Warnell, Tourism Resource Center <warnell@msu.edu> (517) 353-0793
- On-site coordination:** Lena Loeffler, The School of Hospitality Business, <loeffler@bus.msu.edu> (517) 353-9211
- Accommodations:** Call the Hyatt Regency-Dearborn directly at (313) 593-1234

## MAILING ADDRESSES

Travel, Tourism and Recreation Resource Center  
Michigan State University  
172 Natural Resources Building  
East Lansing, MI 48824-1222

The School of Hospitality Business  
232 Eppley Center  
Michigan State University  
East Lansing, MI 48824

Hyatt Regency Dearborn  
Fairlane Town Center  
Dearborn, MI 48126-2793

## MAP TO HYATT REGENCY DEARBORN



## FORUM ADVISORY COMMITTEE

### **Dr. William Anderson**

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### **The Honorable David Palsrok**

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Michigan House of Representatives

### **Bill Sheffer**

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### **Chuck Skelton**

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Michigan State Senate

### **Steve Yencich**

President and CEO  
Michigan Hotel, Motel & Resort Association

### **Bill Zehnder**

President  
Frankenmuth Bavarian Inn Restaurant

### **George Zimmerman**

Vice President  
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## FORUM PLANNING COMMITTEE

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### **AJ Singh, Ph.D.**

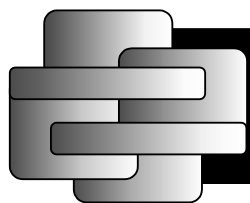
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Phone: 517-353-0793  
E-Mail: warnell@msu.edu



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## PROBLEM STATEMENT

Tourism in Michigan is a large and growing industry. It is the dominant industry in many areas of the state and serves to stimulate and diversify the economies of all of Michigan's 83 counties. In addition to providing economic benefits in the form of jobs for residents and income for local businesses, tourism contributes in other ways to the vitality of Michigan communities. For example, many cultural attractions such as museums and historic attractions, as well as some of the state's finest dining establishments, downhill ski resorts, golf courses, and other recreation facilities and entertainment venues, owe their existence to revenues generated from tourists. The quality of life enhancements associated with a vibrant tourism component is important to a community's attractiveness as a place in which to live and invest.

And, the growth prospects for tourism in the U.S. are excellent. The bad news is that Michigan, like most other states in our region of the country, has a negative balance of trade in tourism: residents spend much more money while traveling out-of-state than do non-resident visitors to Michigan. The net outflow of tourism dollars from Michigan's economy is long standing and Michigan's share of overall growth in tourists' expenditures is slipping. The root causes of the deficit are clear (e.g., climate, Michigan's relative geographic isolation) and intractable. During the late spring through early fall, when weather conditions are most favorable for enjoying Michigan's natural resources, the balance of trade in tourism favors the Michigan economy, but the reverse is the case over the remainder of the year. Variable weather across all seasons of the year adds an element of uncertainty to travel in Michigan and can result in significant year-to-year shifts in tourist traffic and industry profitability.

## REVERSING THE DEFICIT

There is no single or simple strategy to mitigate Michigan's travel trade deficit; however, investment in new tourism product is certainly central to any chosen strategy. The types of investment needed runs the gamut from the basic, such as lodging upgrades, to the development of innovative new products that will draw visitors from afar.

The climate for investment in the industry has improved markedly in recent months with the rebound in the domestic economy. Prospects for growth in tourism demand are encouraging and, with interest rates still low, the climate for adding to tourism appears to be promising. The public policy arena also appears to be tilted favorably toward tourism investments, especially those that enhance the "cool" image of communities. Many investments that attract tourists also provide quality of life amenities to local residents, whether they are cultural enrichments or expanded entertainment options.

The challenge is to devise a strategy—aside from increased promotion—that will stimulate tourism industry investment.

## WHAT IS A TOURISM INVESTMENT FORUM?

In recent years, special events focusing on major hotel and resort investment have been held in New York, Los Angeles, and in Europe and Asia. The purpose of these events is to create an environment conducive to the exchange of information among the full range of players in the hotel and resort investment arena.

Participants include both those who develop projects and those who finance them, plus many others who play significant roles in the hotel and resort development and operation process (i.e., architects, consultants, builders, insurers, franchisers, interior designers, landscapers, furnishing suppliers, government regulators, economic development officers, and many more).

The exchange of information at these investment forums is facilitated through

structured sessions (i.e., general sessions typically featuring expert panels focused on topics of common interest and concurrent sessions focused on topics of interest to a more limited audience) and less structured sessions (i.e., receptions, mixers, and exhibits/displays) that allow participants to network freely. In effect, these forums are efficient markets where all of the players engaged in hotel and resort development and operations are present in one place and at one time with the mutual objective of "making deals."

The possibility of hosting a Michigan-specific tourism investment forum was considered by a panel of industry leaders at the annual Michigan Tourism Outlook Conference at MSU. Based upon the positive feedback received, MSU faculty in the Travel, Tourism and Recreation Resource Center and the School of Hospitality Business began planning the first Michigan Tourism Investment Forum. We believe that what has proven to be a popular and successful model for stimulating major hotel and resort development can be adapted to serve Michigan's highly diverse and loosely linked tourism industry.

The Michigan Tourism Investment Forum will offer information and networking opportunities across a variety of developments with the potential to attract tourists: lodging properties (both small and large), casinos, marinas, campgrounds, spas, festivals and events, and shopping complexes, in projects that vary in scale from small to large. The basic investment forum model that we will implement includes a structured component during which participants will obtain information from "experts" and an unstructured/networking component that will allow participants to meet with partners necessary to plan and implement their projects. Emphasis will be placed not only on new developments, but also on the expansion or renovation of existing properties.

## WHO SHOULD PLAN TO ATTEND?

Anyone who is involved or wants to be involved in tourism development should consider attending this forum. These include:

- Those currently engaged in tourism businesses that are considering making new investments;
- Those who are considering entering the industry for the first time;
- Those who provide financing for tourism developments;
- Those who design, construct, furnish, or provide consulting or other products or services to developers;
- Those who frame development policies/regulations and those who implement them;
- Those who are engaged in promoting economic development (e.g., state, county, region, and tribal economic development officials);
- Those associated with destination marketing organizations

## FOR MORE INFORMATION

Please contact Alex Nikoloff at 517-353-0793/nikoloff@msu.edu or visit the Forum's web site at [www.tourism.msu.edu/forum](http://www.tourism.msu.edu/forum).

## SPONSORS

The Michigan Economic Development Corporation  
The School of Hospitality Business, Michigan State University  
Travel, Tourism and Recreation Resource Center, MSU  
The Hyatt Regency—Dearborn  
The Michigan Hotel, Motel and Resort Association  
Michigan State University Extension  
Michigan State University Agricultural Experiment Station  
Michigan State University Product Center for ANR